

U.S. Serial No. 09/532,755
Attorney Docket No. PD-990193

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W. Lammson
1/14/04

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

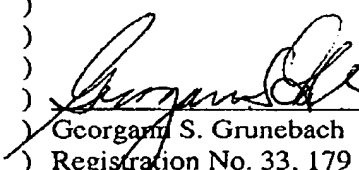
Applicant(s) : Finseth et al.
U.S. Serial No. : 09/532,755
Filed : March 22, 2000
Title : Method and Apparatus for
Transmission, Receipt and
Display of Advertisements
Art Unit : 8261
Examiner : Jason J. Chung

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RESPONSE TO OFFICE ACTION DATED AUGUST 1, 2003

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

In response to the Office action dated August 1, 2003, please enter the following amendments and consider the accompanying remarks. This response is accompanied with the payment of a two (2) month extension of time.

Amendments to the claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 12 of this paper.